



Main Street Monday!

July 27, 2015

Happenings Around the State



Today I share with you a letter from Frankfort director, Brittain Skinner. I have known Brittain for many years. She is a very bright young woman and all of us at KYMS/KHC wish her well in her new adventures.

Dear Main Street colleagues,

After four years as Executive Director of Downtown Frankfort, Inc., I have accepted a position with another entity in Louisville (details to be disclosed once they issue a press release). My time with Main Street will end with July. It has been an honor to work with you. I appreciate the energy and effort you have for your Downtowns and improving your communities in general.

Please do keep in touch, my personal email is brittain.skinner@gmail.com.

I wish you all the best!

Many thanks and kind regards,
Brittain



There will be no Main Street Monday the week of August 3rd as I will be in the eastern part of the state for meetings and board trainings.

Here's a great banner idea from Winchester Main Street! They have created banners that celebrate individuals from their & in their hometown. If you would like more information please contact Rachel Alexander.

ralexander@winchester.com

It's a Trend: More Businesses Are Choosing Downtowns and Walkable Locations

The Historic Savannah Foundation recently released "Beyond Tourism," a 60-page study about the impact of historic preservation on our economy and quality of life. You can buy your copy of "Beyond Tourism" through HSF at www.myhsf.org. You might also want to check out Eric Curl's coverage of the study at savannahnow.com. "Beyond Tourism" is a good read, especially for those who like hard numbers and bar graphs along the way. Here's the subtitle: "Historic Preservation in the Economy and Life of Savannah and Chatham County." That's probably a better reflection of the contents than the title, but it's still worth lingering a moment over the phrase "Beyond Tourism." Read more <http://businessinsavannah.com/bis/2015-07-04/city-talk-study-details->

Want to know more about the value of preservation? Need to share with others? Check out this article from Savannah. <http://businessinsavannah.com/bis/2015-07-04/city-talk-study-details-economic-benefits-preservation>

As promised,
Melinda Winchester, Paducah
& grandbaby Tucker.



Another great article from non profit HUB, this one is on building your brand.
<http://www.nonprofitHub.org/nonprofit-branding-five-ways-build-nonprofit-brands-buzzability/>

Springfield's 12th Annual

AFRICAN AMERICAN HERITAGE Festival

FRIDAY, JULY 31st
COURT SQUARE - DOWNTOWN SPRINGFIELD!

Celebrating the
History of African American Churches
in Springfield-Washington County

Great FOOD!

Schedule of Events:

- 6 p.m. - **FOOD VENDORS OPEN**
Washington County Beef Producers
Famous Recipe "FISH & CHIPS"
AME Zion Methodist Church -
Polish Sausage w/ green peppers & onions
- 6:30 p.m. - **SPIRITUAL MUSIC** on the Square
- 7:00 p.m. - **NATIONAL ANTHEM** by Jerry Newby & PARADE
- 8-11 p.m. - Free Concert with **BIG BLACK CADILLAC**

Great MUSIC!

FIREWORKS
AROUND 10 P.M.

For more information contact Springfield Main Street Association - 858-5561 ext. 2.

[NTHP fall conference](#) [Past Forward Conference in Washington, DC, November 3-6](#)

NEW GRANT OPPORTUNITIES:

Grant Opportunity - Levitt AMP Outdoor Music Series

Levitt Pavilions just announced an exciting grant opportunity for small to mid-sized towns and cities across the country. 10 grantees will be awarded up to \$25K each in matching funds to produce their own Levitt AMP [Your City] Music Series—an outdoor, free concert series featuring a diverse line up of high caliber entertainment for all ages to enjoy. Online public voting determines the Top 20 finalists. Grant applications open on July 15 and are due by October 15, 2015.

Why should you apply?

Read Middlesboro's story below. The why and how it began and where they are now along with the list of performers. Thanks to Isaac Kremer for submitting this article for us to learn more about the process!



Over the past three years Middlesboro has gained national recognition for our use of low-cost citizen-led interventions to bring long term change about. These actions fall under the category of “tactical urbanism” and we have experimented with dozens of tactics in Middlesboro. Our pop-up shop the Makers Market helped us secure funding for an entrepreneurship training initiative for Kentucky artisans. Vacant alleys and lots have been turned in to public gathering places through pop-up parks. And now Cumberland Avenue is lined by comfortable chairs painted bright colors made out of shipping pallets.

When the Levitt Pavilions organizations announced their AMP Your City contest last year with grants to winners of \$25,000 – we saw our opening. Over a one-month period the public was invited to vote for the top 20 entries. Then Levitt selected the 10 winners. We knew online voting would be a challenge because we were going up against communities of up to 400,000 people. If we survived online voting the only way to win was to submit a competitive proposal that provided what Levitt was looking for: a public space accessible to a range of socioeconomic groups; a programming philosophy that was inclusive, family-friendly and represents a wide range of music genres; and a proven track record of presenting professional quality concerts or community events.

Fortunately, we had a vacant gravel lot in the heart of our downtown. The lot briefly served as a farmers market that never took off and most days you'd see cars parked between the market sheds with peeling paint. The University of Kentucky worked with our community on a trail plan that suggested repurposing this same lot as a public gathering place with a lawn. Since Levitt was looking for a grass-like setting for the concerts we took the designs UK produced for us and entered these in to the contest.

When online voting ended in November we were #11 out of 26 proposals. Now everything hinged on Levitt Pavilions and what they thought about our organization and proposal. Fortunately we were a good fit. We learned ten days before Christmas that Middlesboro was one of 10 winners. We were ecstatic. You couldn't have given a better present to our community. The Facebook post announcing the win had over 6,192 views, 90 likes, and 58 shares. This is just one measure of the sense of excitement and also proved how powerful our social media following was in helping to make this win happen.

This was just the start. The hardest work was yet ahead. We needed to raise a dollar-for-dollar match to receive the maximum grant of \$25,000. Transforming the gravel lot in to a music venue with a stage and lawn brought many challenges of its own. We were fortunate to have a group of dedicated volunteers to rally around this project and help to bring the vision for free music downtown in to reality. Over 300 people and 64 businesses and organizations participated in this project from the online voting phase through completing work on the lot to make it ready for the concerts. This has by far been the biggest success our community & organization has experienced in getting folks involved.

Perhaps the greatest sign of the need and importance of this project is that every time hope seemed lost or the challenges too great to overcome, a person, business, or group stepped up to provide a critically important piece. Use of the lot and a building on it was donated to us by a generous local resident. John West, an experienced carpenter and owner of the Cumberland Mountain Bed & Breakfast along with his wife Jill – took the lead building the stage. DDM volunteers Shannon Collins and Jeannie Redmond Allen were at nearly every work day providing invaluable support. The sod was donated to us from Agri-sod out of Lexington, shipped to Middlesboro on a flatbed by J.R. Hoe & Sons, and installed with the help of volunteers. And when the fundraising seemed impossible, dozens of local donors stepped up. The Kentucky Arts Council helped us meet our fundraising goals through awarding an Arts Access Assistance grant of \$8,000 to the project.

(continued on page 3)

Now all that is left to do is to hold some concerts. Why not come to Middlesboro one Saturday for the next ten weeks to see the exciting things happening in our town? Concerts start at 7pm on the Levitt AMP Middlesboro Pop-up Park. Bring a lawn chair or blanket, find a spot on our lawn, and enjoy the show!

AUG 01: **Jenna & Her Cool Friends**
AUG 08: **Jimmy Rose and the Jimmy Rose Band**
AUG 15: **MACH22**
AUG 22: **Jeni Carr**
AUG 29: **Lauren Shera**
SEP 05: **Whiskey Shivers**
SEP 12: **Appalatin**
SEP 19: **Annandale**
SEP 26: **Erica Blinn**
OCT 03: **J. D. Crowe and The New South "Flashback" Band**

In addition to the concerts on August 1 we'll have our first ever Wing Fling - a chicken wing cook off with cash prizes for the winners and a trophy for the fan favorite. An admission fee of \$5 gets you in to the Wing Fling and a chance to taste the wings from each of the cooks. Additional wings cost you \$1 for 2. The event is from noon-4pm with judging of wings at 4pm. Following that at 6pm will be our popular Ducky Dash where we drop hundreds of rubber ducks in to our canal. If yours is first to cross over the line you have a chance to win \$250. Cost to purchase a duck for the race is \$5 and ducks can be bought in advance at area businesses or at the event.

Discover Downtown Middlesboro has been awarded an Arts Access Assistance Grant through a program of the Kentucky Arts Council, the state arts agency, which is supported by state tax dollars and federal funding from the National Endowment for the Arts. The Levitt AMP [Your City] Music Series is supported in part by Levitt Pavilions, the national nonprofit behind the largest free outdoor concert series in America. Dedicated to strengthening the social fabric of our communities, Levitt partners with cities to transform neglected public spaces into thriving destinations through the power of free, live music. In 2015, free Levitt concerts will take place in 16 cities across 14 states, all featuring a rich array of music genres and high caliber talent. In addition to Levitt AMP, Levitt forms the only national network of nonprofit outdoor music venues, each presenting 50+ free concerts every year. Learn more about our locations and impact: www.levittpavilions.org.

For questions please visit www.downtownmiddlesboro.org or call (606) 248-6155. We are also on [Facebook](#) and Twitter [@DDMBoro](#).

Old Car Seats, an outdoor movie screen made with PVC pipes, tethers, and a white tarp - reminds me of the old Drive Ins.
Image found on Repurposed Recycled Reused Reclaimed Restored



Of course I found this image, but thought it was a fun/cheap way to provide seating and to create a screen for an outdoor movie event.



Paris director, Steve Walton, enjoying his visit to Parc Equistre Federal in their sister city Lamotte Beuvron, France.



Of course no trip to France is complete without a macaroon.

Local Foods, Local Places

Background

Local Foods, Local Places helps communities create walkable, healthy, economically vibrant neighborhoods through the development of local food systems. The program is supported by EPA, the [U.S. Department of Agriculture](#) (USDA), the [Centers for Disease Control and Prevention](#) (CDC), the [U.S. Department of Transportation](#) (DOT), the [Appalachian Regional Commission](#) (ARC), the [Delta Regional Authority](#) (DRA), and the [White House Rural Council](#).



Local Foods, Local Places aims to:

- Boost economic opportunities for local farmers and businesses.
- Improve access to healthy local food and promote childhood wellness.
- Create walkable, healthy, economically vibrant neighborhoods.

Announcement of Federal Assistance for Sustainable Communities

Application deadline: 11:59 p.m. Eastern Time, September 15, 2015

Communities are invited to apply for technical assistance through a new round of Local Foods, Local Places. Please read this announcement first, then [click here for the online application form](#).

Local Foods, Local Places will provide direct technical support to selected communities. A team of experts will help community members develop action plans that use local foods to support healthy families and communities and to drive downtown and neighborhood revitalization. The assistance process features a community workshop that brings people together to develop shared goals and steps to achieve them.

Together, EPA, USDA, CDC, DOT, ARC, and DRA are investing \$800,000 in this round of Local Foods, Local Places.

Eligibility and Special Considerations

Representatives of communities (including neighborhoods or main street districts) anywhere in the United States are eligible to apply. We encourage applications from communities that are economically challenged and in the early phases of their efforts to promote local foods and community revitalization. Special consideration will be given to communities in federally designated Promise Zones or USDA StrikeForce counties.

Local Foods, Local Places supports the [White House Rural Council](#)'s "Rural Impact" effort, a coordinated approach across federal agencies to improve quality of life and upward mobility for kids and families in rural and tribal communities. If your community's needs and goals include helping low-income families and kids stay healthy, please highlight that in your letter of interest. Communities are strongly encouraged to seek the support of their local development district or regional development organization, or, alternatively, a local community college or university.

Communities that are selected for the program and that are located in the federally designated Appalachia region or the federally designated Delta region may be eligible for implementation support beyond that provided through the technical assistance process.

How to Apply

[Click here to go to the online application form](#). You will answer some basic questions about your community and then submit a letter of interest of no more than two pages. Applications can be submitted by local governments or by nongovernmental organizations.

Your letter of interest should describe your community's needs and goals related to local food as a driver of economic development and walkable, healthy, economically vibrant places. There is no required content, but you may wish to have your letter address these questions:

- What challenges does your community face around downtown or neighborhood revitalization?
- What actions has your community taken so far to overcome these challenges?
- How do you propose to use local foods as a strategy to help address some of these challenges?
- How would technical assistance through Local Foods, Local Places help you achieve your goals?
- What other partners will be involved in planning and implementing your action plan, such as public agencies and institutions, nongovernmental organizations, foundations, businesses, and farmers? Will local elected officials be supportive?
- What commitments can you make to implement the action plan that our technical assistance team will help you develop?

Applicants will be evaluated on how well the project can help create walkable, healthy, economically vibrant neighborhoods through the development of local food systems. Selected projects will support one or more of USDA's [Seven Strategies for Economic Development](#) and the [HUD-DOT-EPA Partnership for Sustainable Communities' Livability Principles](#). Applications must be submitted via the online form by 11:59 p.m. Eastern Time

WEBINAR OPPORTUNITIES

Cool off this summer with two great free webinars from America Walks! Both webinars offer practical guides and resources to tackling various challenges of creating walkable communities.

"Building Your Fundraising Leadership Towards Walkable Communities" **Monday, July 27th at 2pm Eastern, 11am Pacific**

Whether you're growing an advocacy organization or supporting community efforts to enhance walkability, it's essential to plan for and pursue diverse funding sources. Join presenters Brigid O'Keane, Interim Director with the Alliance for Biking & Walking, and David Weinberger, City Partnerships Director with ioby, for this fast-moving webinar, which will highlight top tips for major revenue streams for pedestrian advocacy and introduce resources to sustain your work. Topics covered will include grant writing local fundraising, and earned income.

**Register Now for
Building Your Fundraising Leadership
Towards Walkable Communities**

"Walkability: The Health and Wellness Equation" Thursday, August 6th at 2pm Eastern, 11am Pacific

We are all change agents. In this session, Dan Burden, one of the earliest pioneers in North America's walkability movement, will be joined by his colleague Samantha Thomas of Blue Zones to demonstrate the added lift given to us by the health movement. Participants will also hear from local Blue Zones experts from Fort Worth, TX and the Beach Cities, CA.

**Register Now for
Walkability: The Health and Wellness
Equation W = WCA2**

America Walks is grateful to the Centers for Disease Control and Prevention, American Public Health Association, New Jersey Department of Health, and Every Body Walk! Collaborative for sponsoring this program. Contact Heidi Simon at hsimon@americawalks.org with any questions.



Good news from Nannie Hays, Williamsburg. The city of Williamsburg and University of the Cumberlands have worked out a deal and this lovely depot has changed ownership. It now belongs to the city and will be the future home of the local historical society. Nannie reports it has been unchanged since 1906.





Hallmark movie being filmed in LaGrange, Kentucky

'The Ultimate Legacy' to air in December, Erica Cowgill

Crews spent most of Wednesday filming a Hallmark film called "The Ultimate Legacy" on Main Street. The movie is part three of a series that includes, "The Ultimate Life" and "The Ultimate Gift." Lea Cockrell has seen the first two movies of the trilogy, making it even more exciting that a portion of the third film is being shot in her coffee shop. "I didn't realize how much equipment was required to make a 6 minute segment of a movie," Cockrell said.

The movie tells the story of a man who's dealt with tragedy within his family and is now helping a friend through a similar journey. As crews filmed, businesses new to the area, like the LaGrange Coffee Roasters and The Artful Dodgers Shop & Studio, got some exposure. "I was just sitting here grinning because we literally quadrupled the number of people downtown that were just hanging out wanting to see the movie and see how it was done," owner of The Artful Dodgers Shop & Studio Kali Digrassi said. Some of Digrassi's work will also be in the movie after the art director asked Digrassi's company to sculpt a leaf for the film. "He was looking for a general element to put in the movie, kind of hide in the background, to unify different scenes that may or may not be noticed by most. But it is there, that little secret that appears sometimes," Digrassi said.

LaGrange Coffee Roasters is disguised as a diner for the film. A scene is also shot in a restaurant down the street called a Railsx. "When you see the stores and recognize it, especially as a resident, remember you are from here. Now you are on camera and we are kind of famous. It's nice being little bitty, but we are not so little anymore," Digrassi said.

The crew will be back to shoot in LaGrange and parts of Louisville in early August.

Raquel Welch, Doug Jones, Brian Dennehy and Lee Meriwether star in the movie.

The movie will air on the Hallmark Channel in December.

